



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

Thomas Peterffy-Freedom to Succeed
8 Greenwich Office Park
Greenwich, CT 06831

Schedule Dates	10/25/12-11/05/12	Last Modified	10/24/12
Advertiser	Thomas Peterffy-Freedom to Succeed (74644)	Entered By	Nancy Brutus
Agency	Mentzer Media Services (1381)	CO-OP	No
Product	POLITICAL ISSUE (ns) (1187)	Headline #	06394847
Brand	THOMAS PETERFFY 1488 (479382)	Demo	A35+R
Salesperson	Telerep/DC, Washington DC (2995)	Order Type	Normal
Sales Office	Telerep Washington DC	Package Deal	
Buyer Name	CLOYD, ELISE	Commission %	15.00
Phone/Fax	/	Commission	\$19,023.00
CPE	2176	Net Total	\$107,797.00
Account Types	National/Political Issue Agency BRD	Sales Tax	
Billing Type	Weekly/Irregular		
Comments	THOMAS PETERFFY		

By Broadcast Month	Spots	Rate
Oct. 2012	29	\$64,270.00
Nov. 2012	30	\$62,550.00
Grand Total:	59	\$126,820.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / SPOT (1)	10/25/12-10/26/12	1	:30	6A-7A (EST)	2				X	X			2			West Palm Beach (WPEC)		10/24/12
1.1	Normal Line / SPOT (1)	10/25/12-10/26/12	3	1:00	6A-7A (EST)	2				X	X			2	\$1,300.00	\$2,600.00	West Palm Beach (WPEC)		10/24/12
2.0	Revised Line / SPOT (2)	10/25/12-10/26/12	1	:30	11A-12P (EST)	2				X	X			2			West Palm Beach (WPEC)		10/24/12
2.1	Normal Line / SPOT (2)	10/25/12-10/26/12	3	1:00	11A-12P (EST)	2				X	X			2	\$1,900.00	\$3,800.00	West Palm Beach (WPEC)		10/24/12
3.0	Revised Line / SPOT (3)	10/25/12-10/26/12	1	:30	12P-12:30P (EST)	2				X	X			2			West Palm Beach (WPEC)		10/24/12
3.1	Normal Line / SPOT (3)	10/25/12-10/26/12	3	1:00	12P-12:30P (EST)	2				X	X			2	\$1,300.00	\$2,600.00	West Palm Beach (WPEC)		10/24/12
4.0	Revised Line / SPOT (4)	10/25/12-10/26/12	1	:30	4P-5P (EST)	2				X	X			2			West Palm Beach (WPEC)		10/24/12
4.1	Normal Line / SPOT (4)	10/25/12-10/26/12	3	1:00	4P-5P (EST)	2				X	X			2	\$1,300.00	\$2,600.00	West Palm Beach (WPEC)		10/24/12
5.0	Revised Line / SPOT (5)	10/25/12-10/26/12	1	:30	5P-5:30P (EST)	2				X	X			2			West Palm Beach (WPEC)		10/24/12
5.1	Normal Line / SPOT (5)	10/25/12-10/26/12	3	1:00	5P-5:30P (EST)	2				X	X			2	\$1,900.00	\$3,800.00	West Palm Beach (WPEC)		10/24/12
6.0	Revised Line / SPOT (6)	10/25/12-10/26/12	1	:30	5:30P-6P (EST)	2				X	X			2			West Palm Beach (WPEC)		10/24/12
6.1	Normal Line / SPOT (6)	10/25/12-10/26/12	3	1:00	5:30P-6P (EST)	2				X	X			2	\$1,900.00	\$3,800.00	West Palm Beach (WPEC)		10/24/12
7.0	Revised Line / SPOT (7)	10/25/12-10/26/12	1	:30	6P-6:30P (EST)	2				X	X			2			West Palm Beach (WPEC)		10/24/12
7.1	Normal Line / SPOT (7)	10/25/12-10/26/12	3	1:00	6P-6:30P (EST)	2				X	X			2	\$2,250.00	\$4,500.00	West Palm Beach (WPEC)		10/24/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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Schedule Dates	10/25/12-11/05/12	Last Modified	10/24/12
Advertiser	Thomas Peterffy-Freedom to Succeed (74644)	Entered By	Nancy Brutus
Agency	Mentzer Media Services (1381)	CO-OP	No
Product	POLITICAL ISSUE (ns) (1187)	Headline #	06394847
Brand	THOMAS PETERFFY 1498 (479382)	Demo	A35+R
Salesperson	Telerep/DC, Washington DC (2995)	Order Type	Normal
Sales Office	Telerep Washington DC	Package Deal	
Buyer Name	CLOYD, ELISE	Commission %	15.00
Phone/Fax	/	Commission	\$19,023.00
CPE	2176	Net Total	\$107,797.00
Account Types	National/Political Issue Agency BRD	Sales Tax	
Billing Type	Weekly/Irregular		
Comments	THOMAS PETERFFY		

BY BROADCAST MONTH	2012	2012	2012
Oct. 2012	29	\$64,270.00	
Nov. 2012	30	\$62,550.00	
Grand Total:	59	\$126,820.00	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
8.0	Revised Line / SPOT (8)	10/25/12-10/26/12	1	:30	7:30P- 8P (EST)	2			X	X				2	\$1,300.00	\$2,600.00	West Palm Beach (WPEC)		10/24/12
8.1	Normal Line / SPOT (8)	10/25/12-10/26/12	3	1:00	7:30P- 8P (EST)	2			X	X				2	\$1,300.00	\$2,600.00	West Palm Beach (WPEC)		10/24/12
9.0	Revised Line / SPOT (9)	10/25/12-10/26/12	1	:30	11:35P- 12:35A (EST)	2			X	X				2	\$850.00	\$1,700.00	West Palm Beach (WPEC)		10/24/12
9.1	Normal Line / SPOT (9)	10/25/12-10/26/12	3	1:00	11:35P- 12:35A (EST)	2			X	X				2	\$850.00	\$1,700.00	West Palm Beach (WPEC)		10/24/12
10.0	Revised Line / SPOT (10)	10/25/12-10/28/12	1	:30	11P- 11:35P (EST)	3			X	X	X			3	\$2,600.00	\$7,800.00	West Palm Beach (WPEC)		10/24/12
10.1	Normal Line / SPOT (10)	10/25/12-10/28/12	3	1:00	11P- 11:35P (EST)	3			X	X	X			3	\$2,600.00	\$7,800.00	West Palm Beach (WPEC)		10/24/12
11.0	Revised Line / Prime (11)	10/26/12-10/26/12	1	:30	10P- CBS-Blue Bloods (Friday)	1					1			1			West Palm Beach (WPEC)		10/24/12
11.1	Normal Line / Prime (11)	10/26/12-10/26/12	3	1:00	10P- CBS-Blue Bloods (Friday)	1					1			1	\$7,500.00	\$7,500.00	West Palm Beach (WPEC)		10/24/12
12.0	Revised Line / SPOT (12)	10/27/12-10/27/12	1	:30	7A- 9A (EST)	1						1		1			West Palm Beach (WPEC)		10/24/12
12.1	Normal Line / SPOT (12)	10/27/12-10/27/12	3	1:00	7A- 9A (EST)	1						1		1	\$1,300.00	\$1,300.00	West Palm Beach (WPEC)		10/24/12
13.0	Revised Line / Prime (13)	10/27/12-10/27/12	1	:30	9P- CBS-Crimetime (Saturday)	1						1		1			West Palm Beach (WPEC)		10/24/12
13.1	Normal Line / Prime (13)	10/27/12-10/27/12	3	1:00	9P- CBS-Crimetime (Saturday)	1						1		1	\$1,900.00	\$1,900.00	West Palm Beach (WPEC)		10/24/12

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Advertiser Thomas Peterffy-Freedom to Succeed (74644)
Agency Mentzer Media Services (1381)
Product POLITICAL ISSUE (ns) (1187)
Brand THOMAS PETERFFY 1498 (479382)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name CLOYD, ELISE
Phone/Fax /
CPE 2176
Account Types National/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments THOMAS PETERFFY

Last Modified 10/24/12
Entered By Nancy Brutus
CO-OP No
Headline # 06394847
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$19,023.00
Net Total \$107,797.00
Sales Tax

By Broadcast Month

Month	Spots	Rate
Oct. 2012	29	\$64,270.00
Nov. 2012	30	\$62,550.00
Grand Total:	59	\$126,820.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Revised Line / SPOT (14)	10/28/12-10/28/12	1	:30	7A- 8A (EST)								1	1	\$570.00	\$570.00	West Palm Beach (WPEC)		10/24/12
14.1	Normal Line / SPOT (14)	10/28/12-10/28/12	3	1:00	7A- 8A (EST)								1	1	\$570.00	\$570.00	West Palm Beach (WPEC)		10/24/12
15.0	Revised Line / SPOT (15)	10/28/12-10/28/12	1	:30	8A- 9A (EST)								1	1	\$750.00	\$750.00	West Palm Beach (WPEC)		10/24/12
15.1	Normal Line / SPOT (15)	10/28/12-10/28/12	3	1:00	8A- 9A (EST)								1	1	\$750.00	\$750.00	West Palm Beach (WPEC)		10/24/12
16.0	Revised Line / SPOT (16)	10/28/12-10/28/12	1	:30	9A- 10:30A (EST)								1	1	\$3,350.00	\$3,350.00	West Palm Beach (WPEC)		10/24/12
16.1	Normal Line / SPOT (16)	10/28/12-10/28/12	3	1:00	9A- 10:30A (EST)								1	1	\$3,350.00	\$3,350.00	West Palm Beach (WPEC)		10/24/12
17.0	Revised Line / SPOT (17)	10/28/12-10/28/12	1	:30	10:30A- 11:30A (EST)								1	1	\$1,900.00	\$1,900.00	West Palm Beach (WPEC)		10/24/12
17.1	Normal Line / SPOT (17)	10/28/12-10/28/12	3	1:00	10:30A- 11:30A (EST)								1	1	\$1,900.00	\$1,900.00	West Palm Beach (WPEC)		10/24/12
18.0	Revised Line / SPOT (18)	10/28/12-10/28/12	1	:30	7P- 8P (EST)								1	1	\$11,200.00	\$11,200.00	West Palm Beach (WPEC)		10/24/12
18.1	Normal Line / SPOT (18)	10/28/12-10/28/12	3	1:00	7P- 8P (EST)								1	1	\$11,200.00	\$11,200.00	West Palm Beach (WPEC)		10/24/12
19.0	Revised Line / SPOT (19)	10/29/12-10/31/12	1	:30	6A- 7A (EST)								2	2	\$1,300.00	\$2,600.00	West Palm Beach (WPEC)		10/24/12
19.1	Normal Line / SPOT (19)	10/29/12-10/31/12	3	1:00	6A- 7A (EST)								2	2	\$1,300.00	\$2,600.00	West Palm Beach (WPEC)		10/24/12
20.0	Revised Line / SPOT (20)	10/29/12-10/31/12	1	:30	11A- 12P (EST)								2	2	\$1,900.00	\$3,800.00	West Palm Beach (WPEC)		10/24/12
20.1	Normal Line / SPOT (20)	10/29/12-10/31/12	3	1:00	11A- 12P (EST)								2	2	\$1,900.00	\$3,800.00	West Palm Beach (WPEC)		10/24/12

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Commission % 15.00
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Net Total \$107,797.00
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BY BROADCAST MONTH
Oct. 2012 29 \$64,270.00
Nov. 2012 30 \$62,550.00
Grand Total: 59 \$126,820.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
21.0	Revised Line / SPOT (21)	10/29/12-10/31/12	1	:30	12P-12:30P (EST)	2	X	X	X					2	\$1,300.00	\$2,600.00	West Palm Beach (WPEC)		10/24/12
21.1	Normal Line / SPOT (21)	10/29/12-10/31/12	3	1:00	12P-12:30P (EST)	2	X	X	X					2	\$1,300.00	\$2,600.00	West Palm Beach (WPEC)		10/24/12
22.0	Revised Line / SPOT (22)	10/29/12-10/31/12	1	:30	4P-5P (EST)	3	X	X	X					3	\$1,300.00	\$3,900.00	West Palm Beach (WPEC)		10/24/12
22.1	Normal Line / SPOT (22)	10/29/12-10/31/12	3	1:00	4P-5P (EST)	3	X	X	X					3	\$1,300.00	\$3,900.00	West Palm Beach (WPEC)		10/24/12
23.0	Revised Line / SPOT (23)	10/29/12-10/31/12	1	:30	5P-5:30P (EST)	3	X	X	X					3	\$1,900.00	\$5,700.00	West Palm Beach (WPEC)		10/24/12
23.1	Normal Line / SPOT (23)	10/29/12-10/31/12	3	1:00	5P-5:30P (EST)	3	X	X	X					3	\$1,900.00	\$5,700.00	West Palm Beach (WPEC)		10/24/12
24.0	Revised Line / SPOT (24)	10/29/12-10/31/12	1	:30	5:30P-6P (EST)	3	X	X	X					3	\$1,900.00	\$5,700.00	West Palm Beach (WPEC)		10/24/12
24.1	Normal Line / SPOT (24)	10/29/12-10/31/12	3	1:00	5:30P-6P (EST)	3	X	X	X					3	\$1,900.00	\$5,700.00	West Palm Beach (WPEC)		10/24/12
25.0	Revised Line / SPOT (25)	10/29/12-10/31/12	1	:30	6P-6:30P (EST)	2	X	X	X					2	\$2,250.00	\$4,500.00	West Palm Beach (WPEC)		10/24/12
25.1	Normal Line / SPOT (25)	10/29/12-10/31/12	3	1:00	6P-6:30P (EST)	2	X	X	X					2	\$2,250.00	\$4,500.00	West Palm Beach (WPEC)		10/24/12
26.0	Revised Line / SPOT (26)	10/29/12-10/31/12	1	:30	7:30P-8P (EST)	3	X	X	X					3	\$1,300.00	\$3,900.00	West Palm Beach (WPEC)		10/24/12
26.1	Normal Line / SPOT (26)	10/29/12-10/31/12	3	1:00	7:30P-8P (EST)	3	X	X	X					3	\$1,300.00	\$3,900.00	West Palm Beach (WPEC)		10/24/12
27.0	Revised Line / SPOT (27)	10/29/12-10/31/12	1	:30	11:35P-12:35A (EST)	3	X	X	X					3	\$850.00	\$2,550.00	West Palm Beach (WPEC)		10/24/12
27.1	Normal Line / SPOT (27)	10/29/12-10/31/12	3	1:00	11:35P-12:35A (EST)	3	X	X	X					3	\$850.00	\$2,550.00	West Palm Beach (WPEC)		10/24/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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8 Greenwich Office Park
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Advertiser: JUNE 29/12-11/05/12
Agency: Thomas Peterffy-Freedom to Succeed (74644)
Product: Mentzer Media Services (1381)
Brand: POLITICAL ISSUE (ns) (1187)
Salesperson: THOMAS PETERFFY 1488 (479382)
Sales Office: TeleRep/DC, Washington DC (2995)
Buyer Name: TeleRep Washington DC
Phone/Fax: CLOYD, ELISE
CPE: 2176
Account Types: National/Political Issue Agency BRD
Billing Type: Weekly/Irregular
Comments: THOMAS PETERFFY

Last Modified: 10/24/12
Entered By: Nancy Brutus
CO-OP: No
Headline #: 06394847
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Order Type: Normal
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Commission %: 15.00
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Oct 2012 29 \$64,270.00
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Grand Total: 59 \$126,820.00

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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
28.0	Revised Line / SPOT (28)	10/29/12-10/31/12	1	:30	11P-11:35P (EST)	3	X	X	X					3	\$2,600.00	\$7,800.00	West Palm Beach (WPEC)		10/24/12
28.1	Normal Line / SPOT (28)	10/29/12-10/31/12	3	1:00	11P-11:35P (EST)	3	X	X	X					3	\$2,600.00	\$7,800.00	West Palm Beach (WPEC)		10/24/12
29.0	Revised Line / Prime (29)	10/30/12-10/30/12	1	:30	8P-8:58P (Tuesday)	1		1						1	\$15,000.00	\$15,000.00	West Palm Beach (WPEC)		10/24/12
29.1	Normal Line / Prime (29)	10/30/12-10/30/12	3	1:00	8P-8:58P (Tuesday)	1		1						1	\$15,000.00	\$15,000.00	West Palm Beach (WPEC)		10/24/12
30.0	Revised Line / SPOT (30)	11/05/12-11/05/12	1	:30	6A-7A (EST)	1								1	\$1,300.00	\$1,300.00	West Palm Beach (WPEC)		10/24/12
30.1	Normal Line / SPOT (30)	11/05/12-11/05/12	3	1:00	6A-7A (EST)	1								1	\$1,300.00	\$1,300.00	West Palm Beach (WPEC)		10/24/12
31.0	Revised Line / SPOT (31)	11/05/12-11/05/12	1	:30	11A-12P (EST)	1								1	\$1,900.00	\$1,900.00	West Palm Beach (WPEC)		10/24/12
31.1	Normal Line / SPOT (31)	11/05/12-11/05/12	3	1:00	11A-12P (EST)	1								1	\$1,900.00	\$1,900.00	West Palm Beach (WPEC)		10/24/12
32.0	Revised Line / SPOT (32)	11/05/12-11/05/12	1	:30	12P-12:30P (EST)	1								1	\$1,300.00	\$1,300.00	West Palm Beach (WPEC)		10/24/12
32.1	Normal Line / SPOT (32)	11/05/12-11/05/12	3	1:00	12P-12:30P (EST)	1								1	\$1,300.00	\$1,300.00	West Palm Beach (WPEC)		10/24/12

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WPEC-TV	Date: 10/23/12
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I, David Grill
do hereby request station time concerning the following issue:

Thomas Peterffy

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES	10/25- 10/31			
		WPEC #1399248			

Total Charges: \$ 126,820 GROSS

This broadcast time will be used by: Thomas Peterffy

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Thomas Peterffy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/9/12 Thomas Peterffy 410-825-7034
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
Lillie K Roberts Lillie K Roberts Sales Director
Signature Printed Name Title



RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: Thomas Petaccia - Freedom to Succeed PARTY: _____

OFFICE/DESCRIPTION: Issue ELECTION DATE: 11/6/12

INQUIRY MADE BY: Elise Cloyd
Candidate Manager Agency Committee (circle one)

ADDRESS: Mentzer Media Services
100 Fairmount Ave, Suite 306
Towson, MD 21286

PHONE: (410) 825-7034 FAX: (410) 321-9514

EMAIL: _____

Information Requested: Rates & Airline

Final Disposition: Order placed \$126,820⁰⁰

If Committee, list officers and position: Thomas Petaccia

TAKEN BY: Cheryl Blair / DATE: _____ TIME: _____
T Rep / WASH.